Marketing & Communications Support

ORGANIZATION
The YWCA is the oldest and largest women’s organization in the world. The YWCA Spokane is dedicated to eliminating racism, empowering women, standing up for social justice, helping families, and strengthening communities. Since 1913, YWCA Spokane has served as a source of strength for women and children in the Spokane community. YWCA Spokane’s three umbrella programs include the Alternatives to Domestic Violence Program providing a 24 hour crisis line, emergency shelter, housing, counseling, and legal services; the Women’s Opportunity Center providing job readiness assistance; and Children’s Services which includes Child Advocacy and the Early Childhood Education and Assistance Program. For more information visit ywcaspokane.org.

POSITION DESCRIPTION
Provide support to the YWCA Spokane’s development office in relation to marketing and communications efforts internally and externally. Advance the mission of the agency by supporting efficiencies within task management processes, data management systems, and engagement/fundraising activities. Includes flexible schedule, hours, and training opportunities.

QUALIFICATION
In addition to being passionate about the agency’s mission, qualifying candidates must have excellent written and oral communication skills, be technologically savvy, and familiar with how to utilize social media as a successful marketing tool.

- Experience using key social media outlets (Facebook, Twitter, YouTube, Linked In)
- Strong writing and editing skills, with strong attention to detail
- Ability to adhere to agency branding guidelines and appropriate tone to engage audience
- Good listener, enthusiastic, and creative
- Works well independently and as part of a team
- Experience with Adobe products a plus

RESPONSIBILITIES
A sample of basic tasks include, but may not be limited to:

- **Media Relations**: Get a great introduction into writing for media with press releases and media advisories here! Event information and agency news are sent out to area-wide media periodically. Also get experience in using social media tactics to release information to the media for maximum coverage.

- **Communication**: Learn the inter-workings of the organization by reaching out to employees and board of directors. Contribute to monthly blog posts and article focusing on current and upcoming related activities, awareness building, and educational opportunities.

- **Social media**: Help develop and implement a social media strategy to increase overall reach and brand awareness. Use social media outlets to promote agency campaigns, engage the public, increase online presence, and increase public awareness.

- **Data Management and Analysis**: Collect, organize, and maintain data and report findings to contribute to the success of agency strategic marketing goals.
BENEFITS AND RECOGNITION

- This position provides valuable experience for Communications, Marketing, Public Relations, Social Services, Journalism, Administration, and Non-Profit Management students.
- A meaningful experience for individuals with an interest in gaining experience in the non-profit sector, or for anyone with a passion for the YWCA's mission of eliminating racism and empowering women with a dedication to peace, justice, freedom, and dignity for all.
- Volunteers, Work Study Students, and Interns are highly valued members of the team and contribute to making a significant difference in the agency's ability to further our mission.
- YWCA Spokane will provide a reference letter for selected candidates who successfully complete a placement.

HOW TO APPLY

Submit your resume with a cover letter explaining how your career goals and passions align with this opportunity and how this partnership will be of benefit to our agency and those we serve.

In addition to the above, include a list of 3 references, your schedule of availability, and the date you will be able to begin work, to opportunity@ywcaspokane.org.